

## ABSTRACT OF THE DISCLOSURE

The present invention provides a process for producing display device particles having positive or negative chargeability and having color, including: at least an emulsification step in which calcium carbonate is added as an emulsifying auxiliary to a display device particle-forming composition that contains a colorant and a polymerizable monomer or a resin, wherein the emulsifying auxiliary is calcium carbonate coated with a hydrophilic organic material, an average dispersed particle size of the emulsifying auxiliary present in an aqueous medium ranges from 0.05 to 1  $\mu\text{m}$ , a variation coefficient of the dispersed particle sizes is 60% or less, and an electric field generating unit is provided to generate an electric field corresponding to the image.